

Wisconsin Urban Forestry Council Minutes
DATCP, Madison WI
May 19th, 2004

Attendance:

Voting members: Bruce Allison, Linda Barcz , Bob Brush, Jeff Edgar, Laura Jull, David Liska, Mike Maddox, Heather Mann, Ken Ottman, Dan Traas, Richard Welch.

Ex - officio, non- - voting members: Leif Hubbard, Bob Dahl, and Dick Rideout

Non - voting guests: Sarah Attwood, Kathy Esposito, Tim Mulhern

Absent voting members: Tim Bauknecht, Mark Dochnahl, Christine Geise, Wayne Glowac, Jeff Gorman, Kevin Hinckley, Mike Michlig, Bob Skiera, Joan Stevens, Joe Wilson

SUMMARY OF ACTIONS TO BE TAKEN

1.) DNR UF Positions

- a) Letter to Secretary from UF Council –time have been vacant, why important to fill, etc.
- b) Letters from local boards, municipalities (Dane County Tree Board, South East Region).
- c) Letter to Paul (FLT) from Dick and Bob Mather to explain urgency of positions.
- d) DNR Partnership Team: External Partners lobbying support for staffing. Heather Mann will bring these positions to DNR Partnership team and lobby for these positions.

2.) DNR UF Strategic Plan

- a) Action: Sarah and Dick will look at a new way of tracking work and incorporating day to day work in to strategic plan.

3.) Public Awareness Plan

- a.) Action: Kathy will work to get WI Famous and Historic Trees Update on Kirsten's radar.

4.) UF Message to Communities-Dave Liska Impact Report

- a.) What are we asking communities. Come up with common list of what we're asking communities so that we all know and are asking the same questions to our constituents.
- b.) Dave Liska will email survey questions out to Council.

5.) Madison Home Products Show

- a.) Kristina and Dick will look into who on a local level might take this over.

- b.) Dick will talk to builders. Would they be willing to lend hospitality to a different local group to continue message we have been putting out there.

6.) Community Green Infrastructure Task Force/Open Space Partnership

- a.) Heather will draft a letter for UF Council support of plan and coalition. Suggested course of action that Heather would like council to take as well as individual organizations.
- b.) Council will read information and be prepared to address at the July 28th meeting.

7.) WAA Conference Planning Team and Speaker ideas.

- a) Dan will contact Mike Maddox to see if he is willing to take over on the team.
- b) Send ideas for conference speakers to Dick Rideout.

8.) Ex Officio Members Discussion

- a) Sarah will send bylaws of UF Council out to review voting permission and quorum issues.
- b) Council will look over changing ex officio members so that they could have a vote. Is this necessary? Do we want to do it? Benefits, Negative impacts?
- c) Come up with suggestions or process for addressing attendance requirements so that voting at meeting is effective and doesn't negatively impact the work of the Council.

9.) Summer meeting-July 28th

- a) Jeff will get info on hotels out etc.
- b) Sarah will get agenda out

Meeting Minutes

Mtg. called to order 9:55 a.m.

- 1.) **CALL TO ORDER** Members introduced. Minutes from 2/19/04 were reviewed and approved with no changes.
- 2.) **FINANCIAL REPORT**-presented, and approved with no changes.
- 3.) **DNR REPORT**
 - a.) Personnel status-*Dick Rideout*
 - UF Grant Manager approved-will take over administrative side of UF grants to take off UF coordinators.
 - Position will be housed in Forestry. One year with continuous funding will be sought. Recruitment process started.
 - July 1stL Goal to have this person hired.
 - Regional UF Coordinators
 - South Central (Kristina) LTE hired for there provide half time support. Familiar with program and will be able to start running.
 - South Central goal-to hire regional UF Coordinator.
 - Asking DOA for approval to shuffle funds to hire the other vacancies.

- FLT will meet June 1st to see what positions of vacant 50 in forestry they will fund.
- First part of June will know if DOA will approve shuffle of money.

Action:

- 1.) **Letter to Secretary from UF Council –time have been vacant, why important to fill, etc.**
- 2.) **Letters from local boards, municipalities (Dane County Tree Board, South East Region).**
- 3.) **Letter to Paul (FLT) from Dick and Bob Mather to explain urgency of positions.**
- 4.) **DNR Partnership Team: External Partners lobbying support for staffing. Heather Mann will bring these positions to DNR Partnership team and lobby for these positions.**

b.) Strategic Plan and Quarterly report format-*Sarah Attwood*

- Discussion ensued. Main topics that arose were:
 - Tracking all items including day to day work in strategic plan.
 - Day to day items should have a place in strategic plan

Action:

- 1.) **Sarah and Dick will look at a new way of tracking work and incorporating day to day work in to strategic plan.**

c.) Public Awareness Plan-*Dick Rideout and Kathy Esposito*

- Kathy and Dick working on establishing critical audiences, what they know, and long range plan to address those audiences in order of priority.
- Arbor Day a huge success!
- Champion tree update
- Kathy will be working on a number of projects including a story in the WI Academy of Sciences Arts and letter, DNR News, E-Digest, and an overhaul of the SNR website, and Champion Trees.

Action:

- 1.) **Kathy will work to get WI Famous and Historic Trees Update on Kirsten's radar.**

4.) **AB 748 and SB 390-BILLBOARD ISSUE –Dave Liska and Dick Rideout**

- Great demonstration of the purpose of Council, its effectiveness on influencing political issues, and the importance of its role in that arena.

- Reacted quickly and effectively to let people know how UF would be negatively effected by the bills.
- As a result bills tabled and then dropped as a result of end of the session.
- May take next go around because got dropped in first round. Could come up again.

Action:

1. **Make contact with representatives from legislature in your area. Develop a relationship so when issues do come up your input carries weight and importance. Allows us to get UF message into this arena as well.**
2. **Find out who your local representatives are and keep that list current.(WEBSITE)**
3. **Keep posted on this issue. (WEBSITE TO TRACK BILLS) It will come up again. Determine what impact will be in your community.**

5.) UF IMPACT REPORT #1: Dave Lisa: Update on cities > 50,000.

- Dave is sending a survey out to constituents (cities >50,000) on what they need or see UF Council's role and what they want us to do.
- Dunbar Oak Story and Arbor Day-Call Dave for a first hand account of a great story.

Action:

1. **What are we asking communities. Come up with common list of what we're asking communities so that we all know and are asking the same questions to our constituents.**
2. **Dave Liska will email survey questions out to Council.**

5.) MADISON HOME PRODUCTS SHOW –Dick Rideout

- Great job. Fair amount of participation.
- Question about UF-State Level commitment to it. This is third year of our 3-year commitment.
- Dick proposed we back out on it and hand over to a local group to do it.
- No way to assess concretely difference we are making by our involvement.

Motion made by Heather Mann to explore other groups to take over this project.

Seconded by Linda Barz.

Discussion ensued on role of UF Council to transfer this opportunity to another group and whether it was important to have an UF presence at a show like this.

Amended motion made by Heather Mann: The UF Council will no longer act in a leadership position for the Madison Home Products show, and as part of leaving it will look in to who could fill the role we are leaving. Heather Mann make motion.

Seconded by Linda Barz.

Action:

1. **Kristina will look in to with Dick who on a local level might take this over.**
2. **Talk to builders. Would they be willing to lend hospitality to a different local group to continue message we have been putting out there.**

~LUNCH~

6.) Next Steps in the URBAN OPEN SPACE FOUNDATION'S GIFT PLAN

(switch in agenda)

- Connection of Green Infrastructure to Urban Forestry.
- Paint the Town Green publication
- Result: Recommendation to create a Gov's Task Force of Community Green Infrastructure. (handout). Strong connection to Gov.'s Grow WI plan.
- Concern of Council's timing of support. Make sure we follow those who are in the first tier of support.

Action:

- 1) **Letters or calls to Secretaries of Commerce, NR, etc. that UF Council is in favor of it. Governors Office. Give it energy and support and advocate for it if we want to see it happen. Keep alive and on docket if write in support of it.**
- 2) **Bring to agencies and join in on support of infrastructure plan and coalition. See handout. Write letters on behalf of your organizations.**

Motion: UF Council to become a member of the Coalition.

2nd.

Discussion: Does UF Council have control to join coalitions?

Council can probably back work and support. But not necessarily need to JOIN coalition. Would be stronger to back and each member of council go back to groups represent and have their organization support.

Motion tabled until next meeting.

Action:

- 1.) **Heather will draft a letter for UF Council support of plan and coalition.**
- 2.) **Council will read information and get up to speed. Get info out to all council members. Suggested course of action that Heather would like council to take as well as individual organizations.**

7.) WAA CONFERENCE-New representative and ideas for speakers

- Dan Traas current program coordinator.
- Need new rep who can make the meetings.
- Meetings in Southeast WI once a month.
- Dick suggested Mike Maddox.

Action:

- 1.) **Dan will contact Mike Maddox.**
- 2.) **Laura Jull can get names from conference in July.**

3.) Send ideas for conference speakers to Dick Rideout.

8.) Ex Officio Members and voting rights

- Discussion on changing them to voting members. Value in doing this?
- Bylaw paperwork defines positions. Ex officio state and federal employees.

Action:

- 1.) Sarah will send bylaws of UF Council out to review voting permission and quorum issues.**
- 2.) Council will look over changing ex officio members so that they could have a vote. Is this necessary? Do we want to do it? Benefits, Negative impacts?**
- 3.) Come up with suggestions or process for addressing attendance requirements so that voting at meeting is effective and doesn't negatively impact the work of the Council.**

9.) UF IMPACT REPORT #2

WI Landscape Federation background given by Jeff Edgar:
Report to follow soon.

10.) FUTURE MEETING PLANS

July 27-28th Manitowoc.

- Jeff proposing July 27th to start meeting.
- Bike path ride in evening. Ride to two rivers. Have council plant tree there. Along with this have newspapers there for Pub. Awareness.
- Cookout/Beach Party that night. Mtg. Next day at Lincoln Park in new meeting house there. Tree planting in Manitowoc.

Action:

- 1.) Jeff will get info on hotels out etc.**
- 2.) Sarah will get agenda out**

11.) OLD BUSINESS/NEW BUSINESS

Old Business

- Greg Lancaster position. Two people in works to fill.

New Business

- Northeastern Areas Urban Forestry Coordinators Resolution. One step toward national assessment and protocol for UF Assessment. Forest Service is in support of this. No action necessary from Council.

12.) ADJOURN

- Motion made to adjourn, seconded.

Handouts at Meeting:

Name	Subject	Who to contact	More info:
Agenda	Council mtg.	DNR-Sarah Attwood	--
Financial Report	Jan-Mar Council Expenses	DNR-Sarah Attwood	--
WI Urban and Community Forestry Public Awareness Plan	Public Awareness Plan Update	Kathy Esposito or Dick Rideout	
Community Open Space Partnership & Governors Task force on Community Green Infrastructure.	Urban Open Space –3 handouts	Heather Mann	

Additional attachments:

1. DNR Quarterly reports
2. Updates UF Council List